

CLAIMS

WHAT IS CLAIMED IS:

1. A method of marketing a product/service of a retailer to a customer utilizing media for use in a customer computer, the media having instructions stored thereon for facilitating establishing a customer/host electronic communications link between the customer computer and a host computer and communicating a retailer designator related to the retailer via the customer/host electronic communications link, the media having informational data stored thereon related to the product/service, the method comprising;

(a) receiving by the host computer an identification of a retailer computer by the retailer, the retailer computer having product/service data stored thereon related to the informational data, the product/service data corresponding to the product/service;

(b) establishing a customer/host electronic communications link between the customer computer and the host computer through the use of the instructions in connection with access by the customer computer of the informational data;

(c) receiving by the host computer the retailer designator from the customer computer via the customer/host electronic communications link;

(d) correlating the retailer designator to the retailer computer; and

(e) facilitating a customer/retailer electronic communications link between the customer computer and the retailer computer based upon the correlation of the retailer designator to the retailer computer for access by the customer to the product/service data.

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2. The method of Claim 1 further comprising updating the identification of the retailer computer.

3. The method of Claim 2 further comprising providing electronic access to the host computer by the retailer for electronically updating the identification of the retailer computer.

4. The method of Claim 1 wherein (a) further comprises electronically receiving by the host computer the identification of a retailer computer by the retailer.

5. The method of Claim 1 wherein (a) further comprises identifying of a retailer page of the retailer computer, and (e) further comprises facilitating a customer/retailer electronic communications link between the customer computer and the retailer page based upon the correlation of the retailer designator to the retailer page for access by the customer to product/service data.

6. The method of Claim 5 wherein the media has instructions stored thereon for communicating a product/service designator related to the informational data via the customer/host electronic communications link, (a) further comprises identifying a product/service designator associated with the retailer page, (c) further comprises receiving by the host computer the product/service designator from the customer computer via the established customer/host electronic communications link, (d) further comprises correlating the retailer designator and the product/service designator to the retailer page, and (e) further comprises facilitating the customer/retailer electronic communications link based upon the correlation of the retailer designator and the product/service to the retailer page.

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7. The method of Claim 1 wherein the media is a CD-ROM.

8. The method of Claim 1 wherein the media is a flash card.

9. The method of Claim 1 wherein the media is physically portable and interfaces with the customer computer.

10. The method of Claim 1 wherein the customer/host electronic communications link is established via a computer network.

12. The method of Claim 1 wherein the customer/retailer electronic communications link is established via a computer network.

13. The method of Claim 1 further comprising:

(f) establishing a financial relationship between a host operator of the host computer and the retailer, wherein the retailer owes consideration to the host operator based upon a number of times the customer/retailer electronic communications link is established.

14. The method of Claim 1 further comprising:

(f) establishing a financial relationship between a host operator of the host computer and the retailer, wherein the retailer owes consideration to the host operator based upon sales transactions of the product/service to the customer by the retailer.

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15. The method of Claim 1 wherein e) further comprises tracking a number of times the customer/retailer communications link is established.

16. The method of Claim 1 wherein the retailer maintains the host computer.

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